



19 May 2003

Bill Hawks
Under Secretary for Marketing and Regulatory Programs
US Department of Agriculture

Mr. Hawks:

We have reviewed your testimony before the Senate Agriculture Committee on April 22, 2003 regarding the Country Of Origin Label (COOL) program. After digesting your testimony, reading numerous articles in beef magazines, talking with cattle sale barn owners and cattle producers, the conclusion we have drawn is that the program needs direction that we can provide.

Our company has the ability to satisfy COOL mandate for the beef industry, along with satisfying the packers and retailers desire for an auditable trail on each package of beef purchased by the consumer.

We can provide the trail, carrying the original producer's name, address and any other relevant information. We can continue that trail with the locations that animal has resided. We can include in that trail information such as medical history (particularly in the feedlot setting) and carcass data from the packer operation. With the published dates for implementation of the COOL legislation approaching, we believe we can be of assistance.

I will be available at 817-599-0446 or e-mail me at jbyrd48324@aol.com if you have any questions, or would like to discuss the matter with me.

Sincerely,

A handwritten signature in dark ink, appearing to read "WP" or "W. Pugh", is written over the "Sincerely," line.

Warren Pugh
President

CareChips, Inc